



# Broaden Your Reach

Get more people  
to see your ads.



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# Overview

## The *Reach* objective is all about maximizing the number of people who see your ad.

Use this objective when you want to show your ad to as many people as possible and also build brand awareness or change brand perception. Consider Reach when you're launching a new product or brand message, or trying to build relevance around a certain occasion, topic, or event.

**Looking to maximize video views or engagement instead?**

Reach campaigns maximize (you guessed it) the unique reach of your Tweets. Not only are you able to drive awareness from lots of people, but you can do it cost effectively. Plus, Reach is flexible, so you can set campaigns to focus on unique reach or reach-plus-engagements (likes, clicks, replies, and Retweets).

Focused on increasing your Tweet engagements or video views instead? We got you! Check out the [Video Views](#) and [Engagement](#) Objectives.



### Benefits

#### Drive Efficient Reach

A cost-effective way to raise awareness of your brand's message.

#### Optimized Results

Campaigns auto-optimize for maximum reach or reach-with-engagements. Just select your preference, set up your campaign and we'll take care of the rest.

#### Spend What You Want

Enable predictable pricing by setting a cap on the CPM you're comfortable paying.

#### Flexible

The Reach objective is compatible with all of Twitter's targeting & ad formats.



Twitter's cost-per-action pricing means you only pay for the results you're looking to drive.

## Here's how it works.

For the Reach objective this means you'll only be charged for impressions.

Promoting a video? Keep in mind that Reach is the best objective for achieving reach and impressions. Not necessarily video views. This means videos will receive lower view rates than if you ran on the [Video Views objective](#), but will be served to more people.

## In a Reach campaign, you're only charged for every 1,000 Tweet impressions.

What you pay per 1,000 impressions depends on your budget, bid, and the targeting you select. As part of this offering, you'll get real-time bid guidance based on your targeting goals. We'll get into more details on these in the coming pages.



### Pro Tip #1

Higher bids receive more unique reach.

### Pro Tip #2

Lower bids have less unique reach and a higher frequency rate (average number of times a person sees your ad).



# How to get started

**Before you start, make a plan. Here's a checklist of considerations that'll help you refine your objectives and achieve the best results.**



## **What is your end goal?**

(Max reach, affordable CPMs, moving specific brand metrics?)



## **Who are you targeting?**

Core Audience,  
Existing Connections,  
or Lookalike audience?



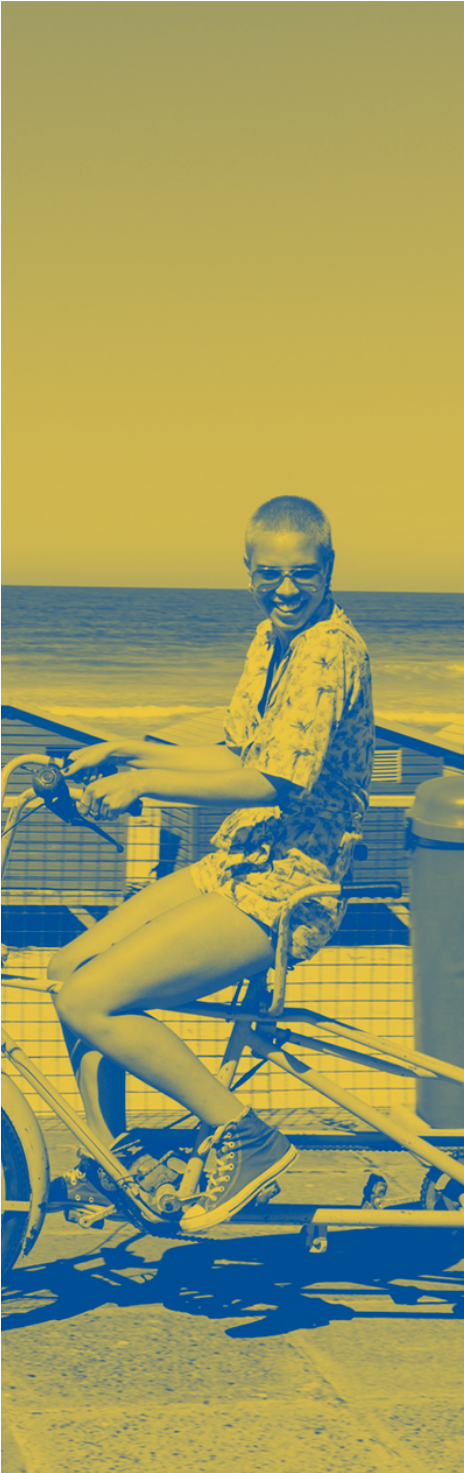
## **What type of reach are you looking for?**

Mass reach (takeover products)  
or target reached  
(various ad formats)?



## **What creative assets do you have?**

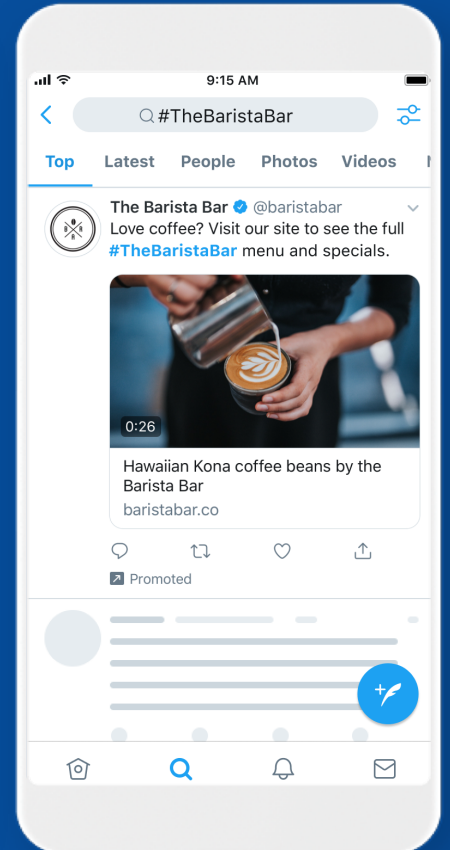
Do you have images, videos or a GIF? Are your assets optimized for the feed?







# Where your ads appear



## Home timelines

Your campaign may be visible within a person's timeline if you have a Promoted Tweet relevant to them (based on your audience targeting).



## Profiles + Tweet detail pages

(Optional) When someone you've targeted visits a Twitter profile or Tweet detail page, they may be eligible to see your ad.



## Top of search results

(Optional) Campaigns appear in select search result pages on [Twitter.com](https://twitter.com) & partner products. You can always customize where & if you want your Tweets to appear in search.



# Ad formats



## Recommendations

### Selecting Ad Formats for your Reach Campaign

Twitter offers a wide selection of Image, GIF and Video ad formats that can help your creative and campaigns stand out. Each format comes with its own unique features that can be used for different purposes.

Some for example, can help drive longer video views, others give you the ability to add question and answer polls to your image or video ads, while others can take customers directly to your website. Whatever your goal is, we have an ad format that can help. Best of all they can be used together to amplify your message and maximize the value of your creative.

In fact, using the same single ad creative (let's say a teaser video for your new product launch) with three or more ad formats can help your message stand out in feed, driving greater awareness and down funnel impact.

On the next page you will find a list of the top performing ad formats we recommend for the Reach objective. We suggest you test them out when building your campaigns to see which helps drive the best performance for the goals you care about.

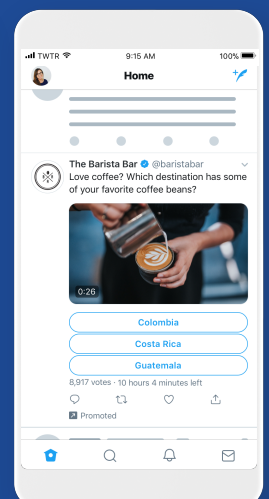
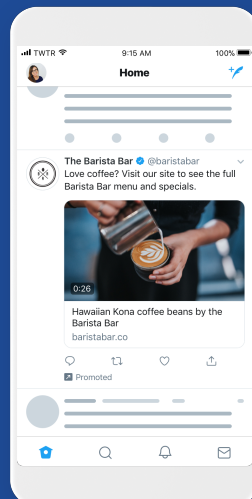
Using multiple ad formats increases the probability of campaign success

Recommendation:

When possible use

**3+**

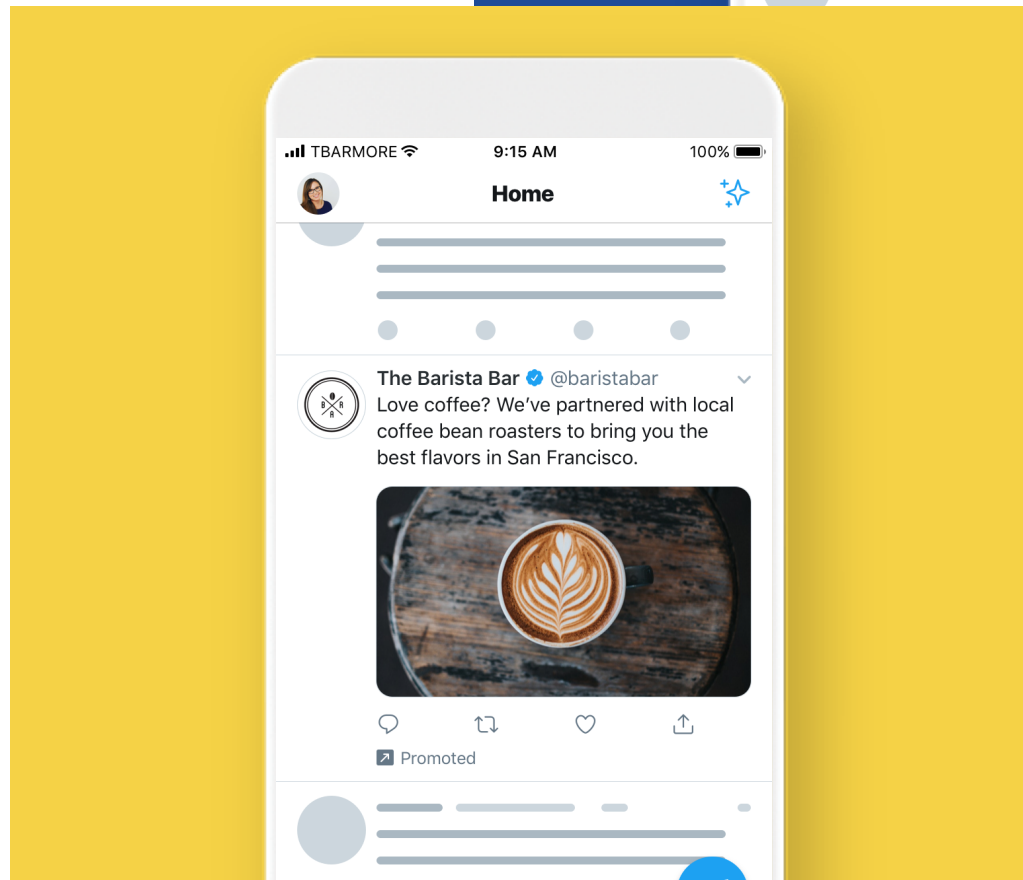
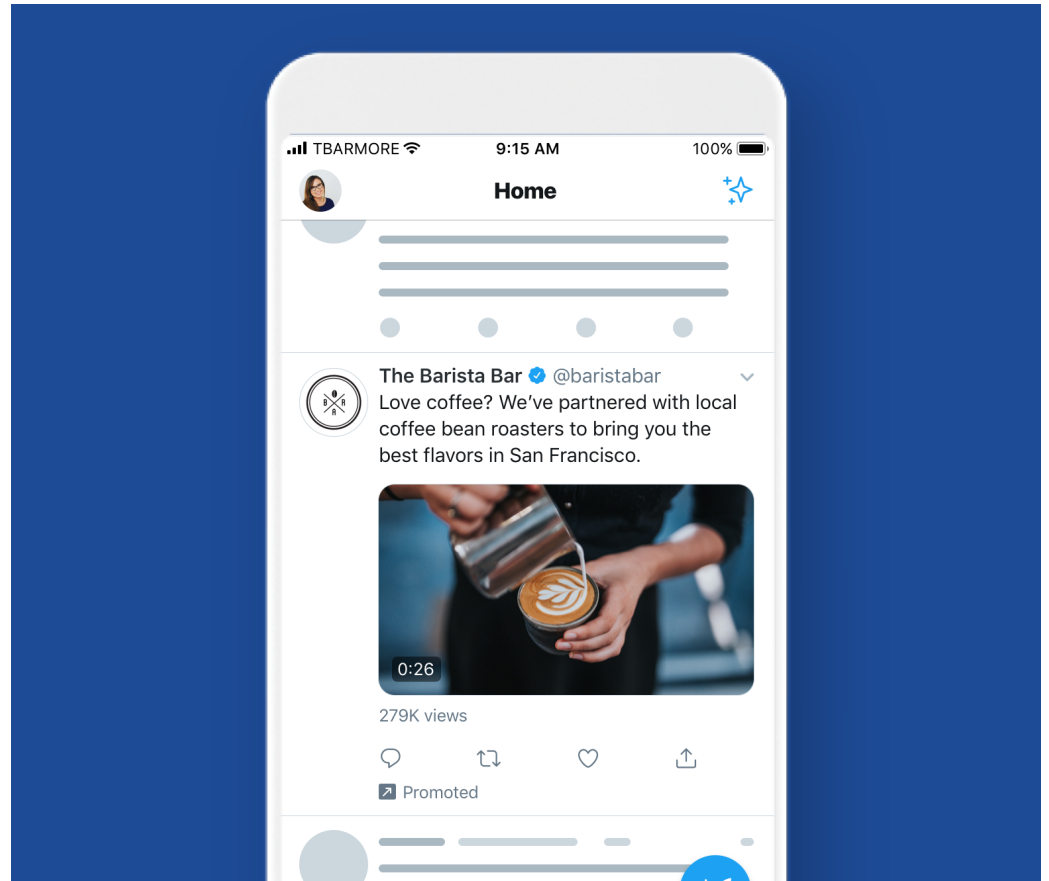
Ad Formats to drive the best results





### Video Ads

Video Ads lets you promote a video from a brand's Twitter account. The video autoplays when shown in a person's timeline. Promoted Video is our most proven video ad solution, and drives brand metrics and sales. Stick to this tried-and-true ad format, or take it a step further and use additional features to achieve specific goals.



### Image Ads

**Reach a wider group of people or spark engagement from existing followers.**

Image Ads are Tweets that are paid for by our advertisers to reach a wider group of users or to spark engagement from their existing followers. These appear in your Home timeline, at the top of search results on Twitter and elsewhere on the platform, and are clearly marked as "Promoted", but act just like regular Tweets and can be Retweeted, replied to, liked, and more.

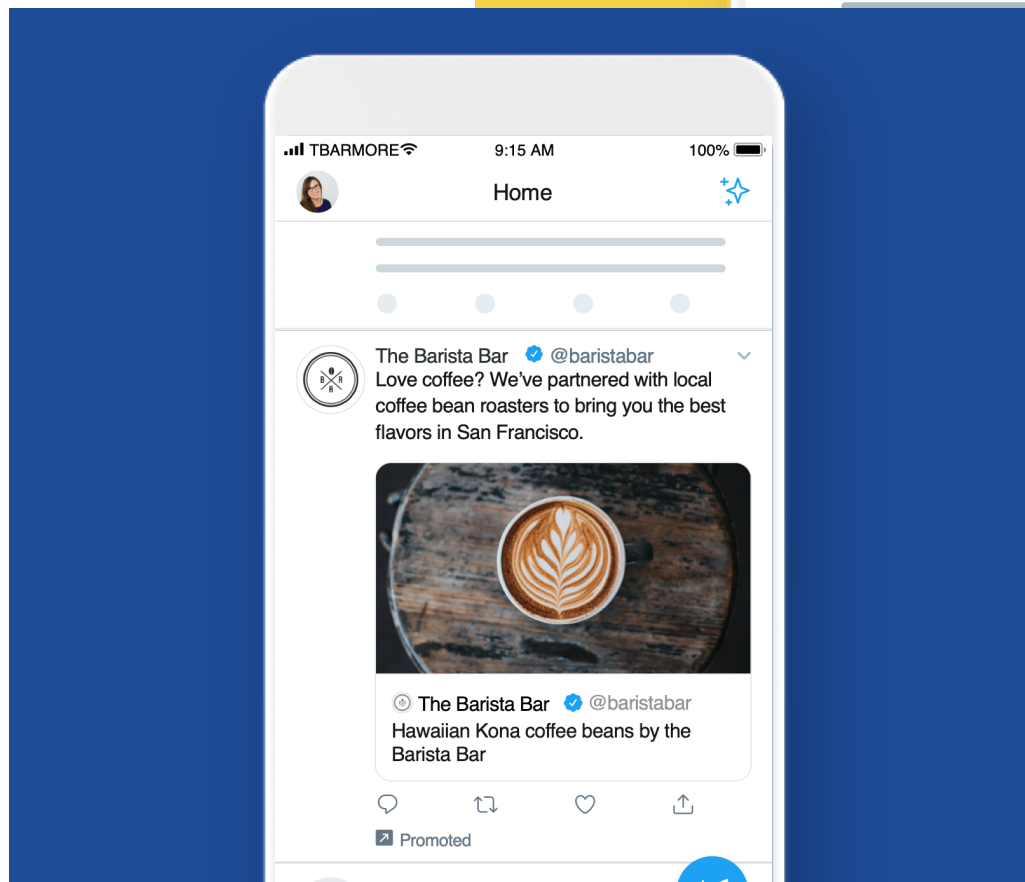
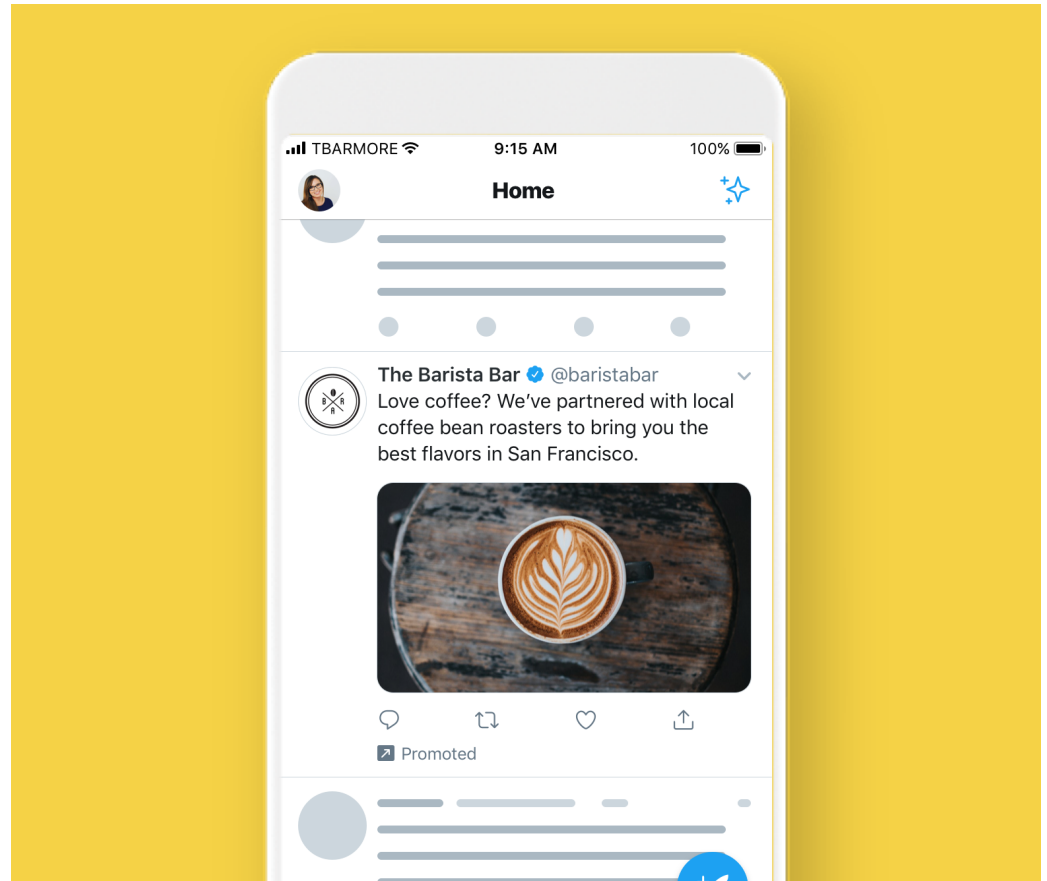




## Video Ads

**Capture attention with your best video or image content and drive people to your site or to take an action in the moment.**

Video Ads enables marketers to promote their website with video creative, creating a rich experience for the user, a continuation of the conversation started in the video, and more qualified site visits. Upon clicking on the video unit, the destination URL loads and the video shifts to the top of the screen and continues to play. The video then scrolls with the page.



## Moment Ads

**Moment Ads are a collection of Tweets you can place together in a storytelling canvas that's immersive and engaging. The format allows brands to tell a story beyond 280 characters.**

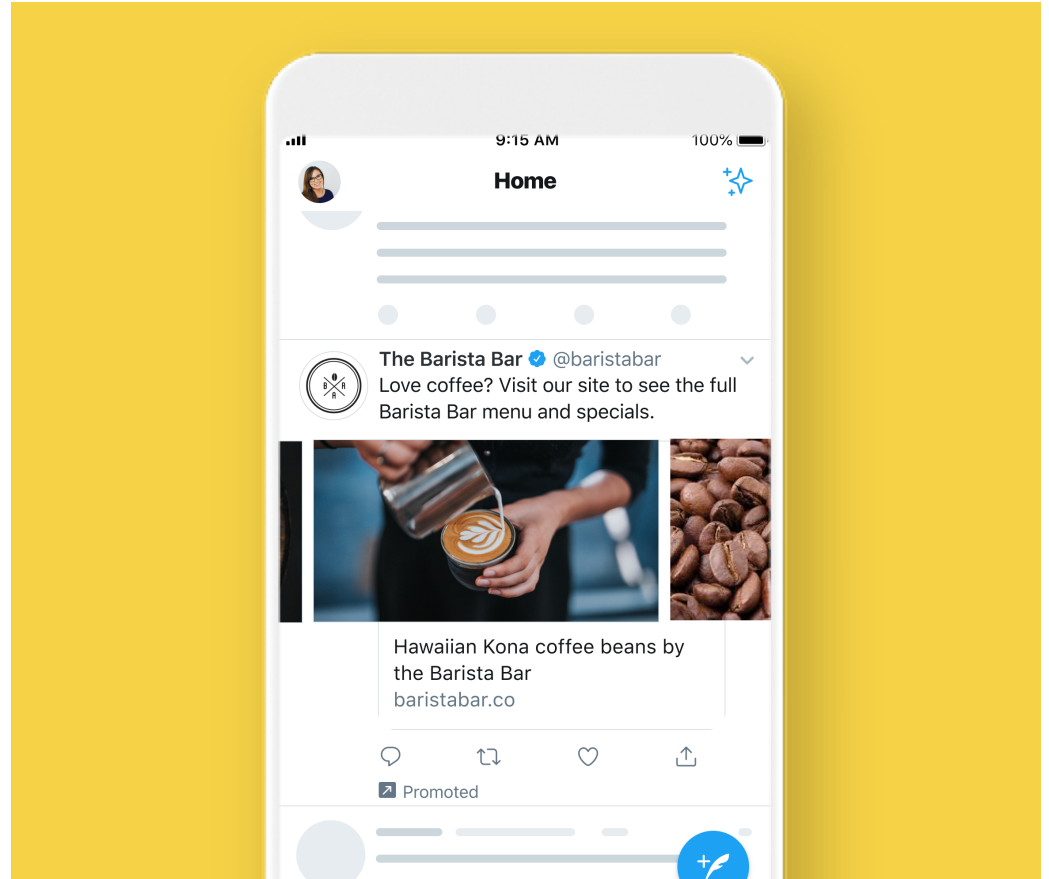
Image Ads leverage Twitter's unique data signals and cross-device identity to reach key audiences and deliver cost-efficient clicks to your website and onsite conversions, across platforms.



### Carousel Ads

**Engage your audience with new edge-to-edge media.**

The new Carousel Ads on Twitter help marketers reach new audiences and drive people to their website or app through multiple images or videos. Share a brand story, show off different products, or highlight more features - all within a single ad.





# Takeover products



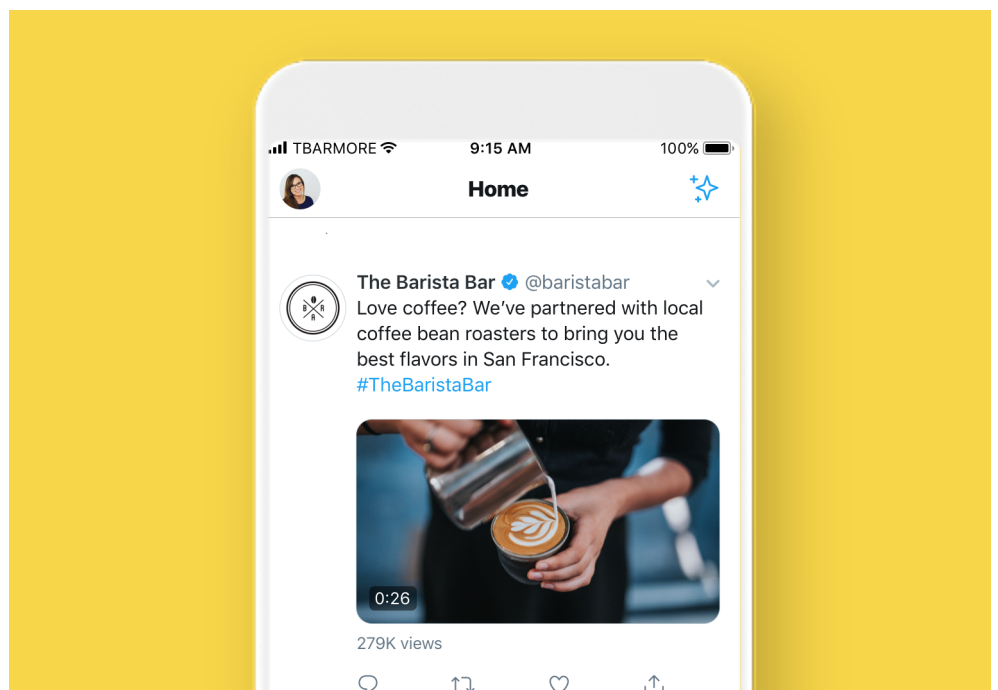
Let's say your brand's about to have a big moment: launching a new product, brand message, or looking to reach a massive audience on a specific day (like a holiday or event). Time to tell e-v-e-r-y-o-n-e.

When you want to reach a lot of people in a short amount of time, we recommend our takeover products. This is the best way to achieve quality reach at scale.

**Friendly Reminder:** These must be purchased through your Twitter Account Manager and are not part of the the Reach Objective.

Here are the takeover products we offer.

- Timeline Takeover
- Trend Takeover/Trend Takeover+
- Twitter Takeover (*bundled offering of Timeline & Trend/Trend Takeover+*)



## Timeline Takeover

Timeline Takeover puts your brand at the top of the conversation as the first ad of the day. People come to Twitter to discover what's happening. With Timeline Takeover, your ad is the first ad that will appear when someone opens Twitter for the first time that day.

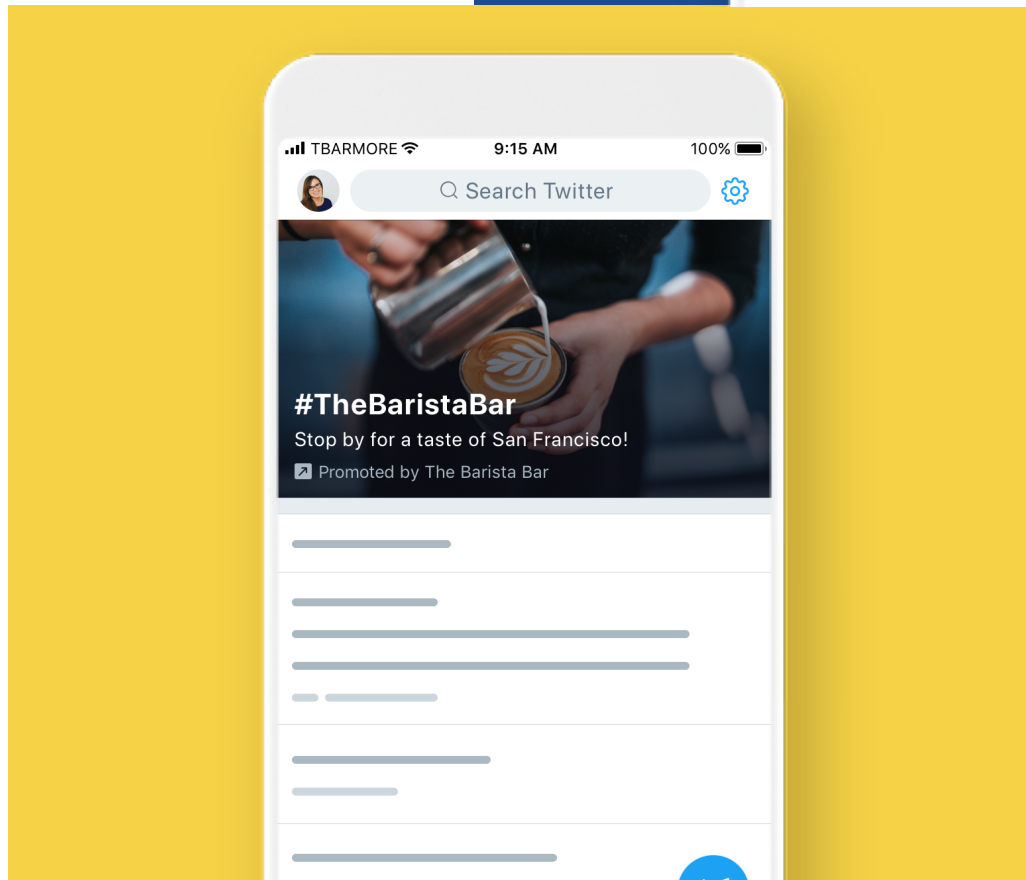
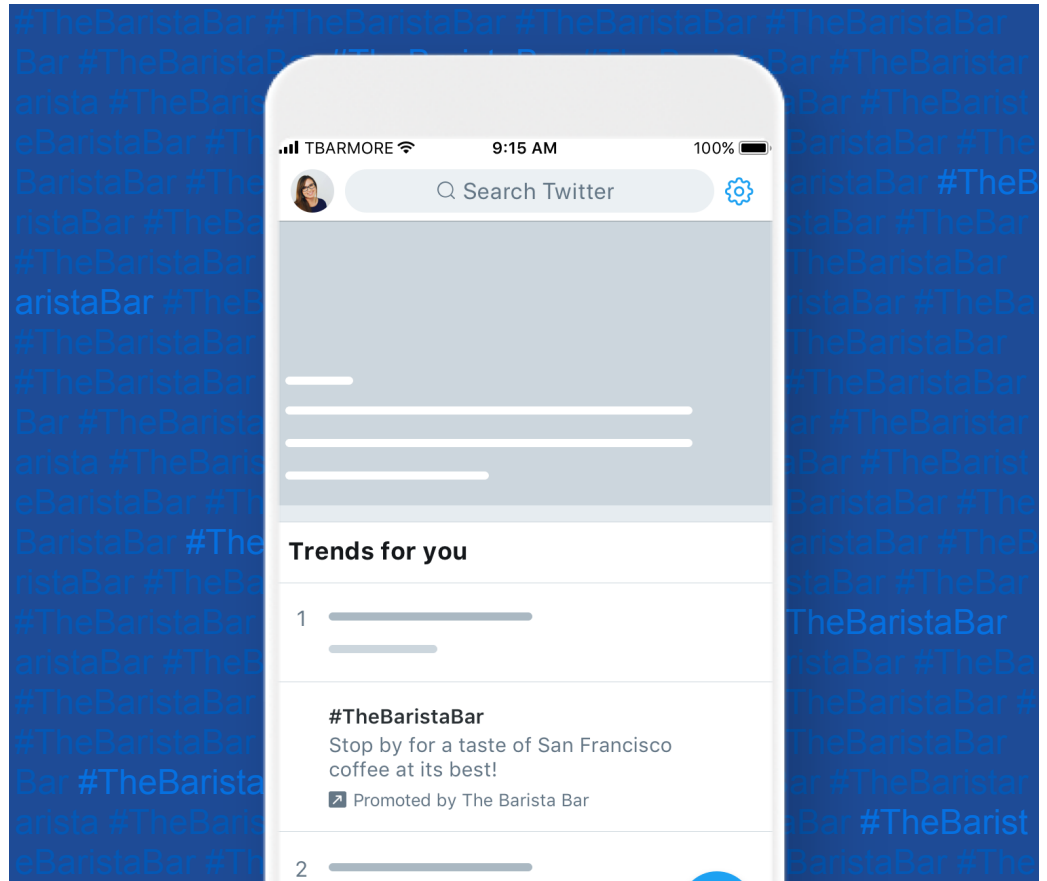




## Trend Takeover

Trend Takeover puts your ad alongside what's trending. Displayed alongside what's trending, Trend Takeover puts your message where the conversations starts—the Explore tab.

The Explore tab puts what's trending on Twitter in one spot.



## Trend Takeover+

Trend Takeover+ adds immersive creative to your message.

Don't just be a part of what's happening, be what's happening with Trend Takeovers.



# Ad creative & copy

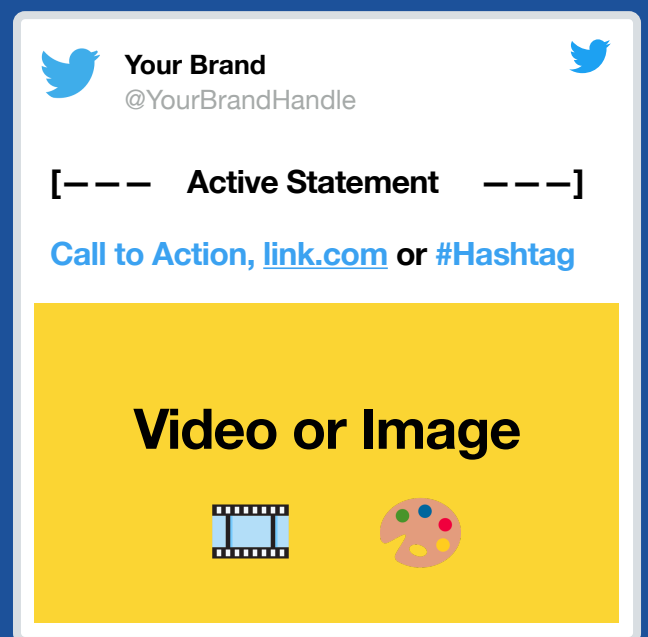


The Reach objective can work with most of Twitter's creative formats including images, GIFs, and videos.

So what's the secret to a good Tweet Ad? It's quite simple... People respond best to compelling Tweets. As you build your campaign, we recommend you brainstorm creative ways to develop interesting Tweet content and engage your audience. We've included three good questions to ask yourself.

## A simple formula

1. What do you want consumers to **think?** →
2. What do you want them to **do?** →
3. How do you want them to **feel?** →





## Creative best practices

Ad creative is the top factor in driving sales. In fact, according to Nielsen, 47% of sales performance can be attributed to creative alone. After reviewing thousands of campaigns, we've put together a list of ways you can drive the best return for ads.

Keep in mind, people also read text on Twitter (more so than other platforms) so it's important to think through your copy and CTAs as well.



### Keep It Brief

Aim to keep videos at 15 seconds or less to maximize branding impact. (15 second video ads tend to see 3x higher completion rates vs 30 second ads)



### Grab Attention Quickly

There should be movement in the first few seconds of your video.



### Strong Visuals

97% of people focus on visuals on Twitter so make sure it's eye-catching and features your product or key message.



### Persistent Branding

Video ads with clear logo placement drive 36% higher brand recall. Clear branding should be included within the first 3 seconds of the ad, and preferably stay on-screen the entire time.



### Captions + Sound Off

Include captions or text-overlay so that your message comes through without sound. Closed captions and text overlays create 28% longer view times on Twitter.



### Short Copy

90% of people read copy on Twitter. The sweet spot are Tweets with 50-100 characters.





# Bid types



## Let's talk campaign bidding

**You have two options when it comes to bid types: automatic cost or target cost. We recommend automatic cost bidding because it's more flexible, cost effective, and updates based on real-time auction conditions.**

When entering your bid, consider the value of 1,000 impressions and let that dictate what you'd like to pay. We provide a recommended bid (informed by past successful campaigns) which indicates the amount that will best help you reach your goal. Just note that if your bid is not competitive relative to other advertisers, your campaign may not serve.

Once your bid is set, you will never be charged more, and often times will be charged less. In addition to controlling the amount you pay per action, you can also

control the daily budget you're willing to spend on each campaign.

Once your daily budget has been reached, the campaign will temporarily stop serving until the following day (or until the daily budget is increased). You can also set a total budget for the campaign.

You're encouraged to test your objective with a CPM bid in the suggested range. This range varies based on your optimization preferences. It may also be higher during heavy traffic events (like the Holidays).

## Keep in mind

A higher bid means you are more likely to win the auction, which will then lead to more reach.

But don't forget, the more detailed your targeting is the narrower your reach will likely be.



# Audience targeting

Getting views is great. Getting views from people your ad will resonate with is even better.

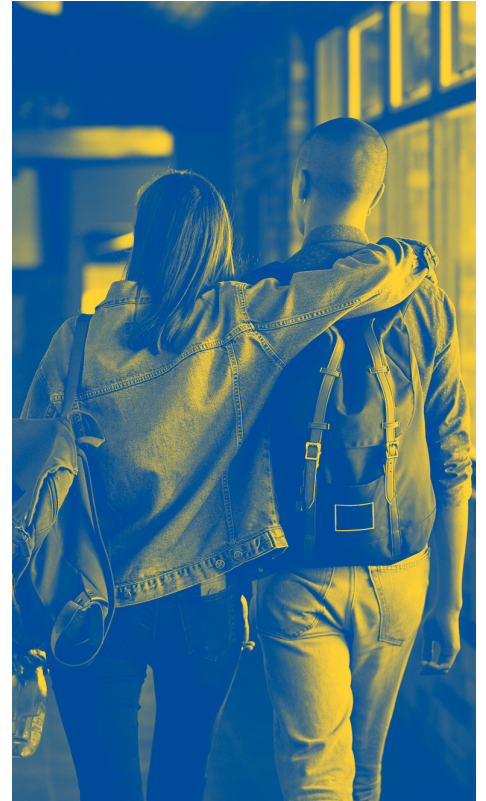
We're all about finding the right audiences for your campaign.

People come to Twitter to discover what's happening in the world, to share information instantly, and to connect with people and businesses around the globe. Twitter is where hundreds of

millions of people post more than 500 million Tweets every day. This gives us a window into people's lives, interests, wants, and what they're doing right now.



With the Reach objective, you get access to Twitter's industry-leading targeting features. Configure accordingly and you're all set to go.



## Targeting types

Here are 3 targeting strategies we offer:



### Core audience

People targeted based on designated factors like demographics, location, interests, and keywords.



### Existing connections

Reach people who are already familiar with and have expressed interest in your brand on or off Twitter.



### Look-alikes

Discover brand new people with habits, interests, and backgrounds similar to your existing followers or customers.



# Core audience targeting

Looking for mass reach? Start here. Core Audience targeting allows you to set parameters to find your ideal audience.



### Demographics

Set preferences on age, gender, language, device, and more.



### Location

Make selections based on country, state, region, metro area, or zip code.



### Keywords

Target or exclude people who searched for, tweeted, or engaged with Tweets containing keywords.



### Conversations

Find people talking about your brand (or relevant topics) in real time to drive conversation across Twitter.



### Followers

Reach people who follow your brand on Twitter.



### Look-alikes

Connect with people based on the types of handles they follow and interact with.



### Interests

Choose based on what they're into: hobbies, sports, movies, and more.



### Movies + TV

Target people who Tweet about or engage with movies and shows in a specific market.



### Events

See who's interested in select festivals, concerts, holidays, etc.



### Pro Tip #1

While it's always smart to target by location and device, we advise using only one type of audience targeting with each campaign. In other words, choose whether to target by keyword, interest, followers, behavior, and so on. This makes it much easier to track what works and optimize accordingly.



All of our Demographic Audience Targeting tactics including Age, Gender, Location, Device, Language, and Carrier will apply to every person targeted in your campaign. For our Interest and

Action based targeting tactics, including Keywords, Interests, Follower Look-alikes, and Conversations, a person can only be targeted by your campaign based on a single parameter, not multiple.



# Existing connections targeting

Yes, Core Audience Targeting is a big help in finding a large and relevant audience. But maybe you're looking for a more specific group of people? Here's where you find people who have already shown interest in your brand.

### People who've visited your website

Target individuals who have already visited your website. All you have to do is install Twitter's pixel.

For detailed instructions on how to do this, visit our [Tailored Audiences for Web page](#) that has step-by-step instructions.

### People who've seen or engaged with past Tweets

Now you can retarget anyone who's watched your video, liked a Tweet, or engaged with your organic/promoted content within a certain timeframe.

### People or customers you already know

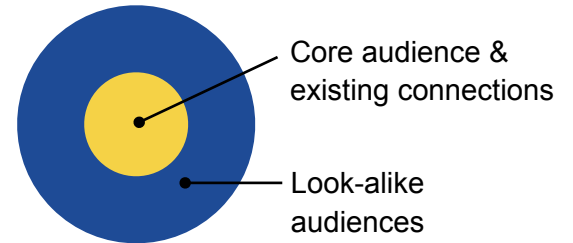
These are the people you already know are interested. Identify them based on emails, Twitter IDs, or mobile advertising IDs. You can also work through an Audience Partner to import existing customer audiences directly into your Ads account. Reconnect with them or exclude them to focus on new acquisition.



# Look-alikes targeting

Expand the audience you've created using Core Audiences and Existing Connections using Look-alikes. These are brand new people

that like, act, and engage the way your existing customers do. This is the best way to scale your campaigns.



### Pro Tip #2

Have more questions about targeting? Visit our detailed Q&As on: [Device targeting](#) | [Geo, gender, and language targeting](#) | [Interest and follower targeting](#) | [Keyword targeting](#) | [Tailored Audiences](#)





## Other Targeting Tips to optimize your campaign

### Target with focus

Creating campaigns with focused, relevant targeting means you have a higher chance to serve to audiences who are interested and likely to engage with your ad. Too large an audience will decrease the chances of the ad being relevant to users. That being said, targeting too small an audience will limit the users who are eligible to see your ad. Use the campaign forecaster tool within the campaign setup form to see if your targeting parameters are focused but not limited.

### Increase your reach

Target people who are similar to your followers, who are Tweeting with specific keywords, and who have visited your website.

### Vary targeting between campaigns

If you have more than one campaign targeting very similar audiences, your performance can suffer since your campaigns are essentially competing between each other for serve.

### Align Tweet copy with targeting

For example, if you have one Tweet copy targeting males, and one targeting females, make sure the copy you use aligns with the different targeting parameters.

### Break out mobile vs. desktop targeting

Mobile is a fundamentally different medium than desktop, characterized by frequent quick sessions and spur-of-the-moment spikes in purchase intent. Because of this, we recommend running separate campaigns each targeting mobile and desktop separately. This lets you test and learn the nuanced behaviors for each.

### Play around!

One of the most important things you can do to drive continued campaign performance is to test what works for you and your campaigns. While it makes sense to run always-on campaigns, you'll want to continually refresh and optimize your campaigns, given Twitter's ever-changing, real-time nature. Remove low performing keywords, interests, and handles, and replace them with ones that are similar to the high performing ones.





# Campaign pro tips

The best way to know if your campaign's working? Try things out. Start a few campaigns, one for each marketing initiative, so you can get a sense of what works best. Test, iterate, win.

Below are some insider tips for maximizing your campaign's performance.



## Start with auto bidding

Start with auto-bid to see how ads perform in the auction.



## Test various creative

Follow creative best practices and, when possible, vary creative (3-5 pieces), copy and CTAs to see what works best.



## Experiment with targeting

Expand your audience targeting using: Look-alikes, Keywords, Interests, Conversation Topics, and Retargeting.



## Focus on the winners

Replace under-performing Tweets and targeting with fresh alternatives



## Monitor Your bidding

Update bids for campaigns that are doing well & merit a higher spend, or that are close to but not quite meeting your goals.



## Out with the old

Pause or delete campaigns that continue to under-perform after you've tried optimizing.



## Don't over optimize

Resist temptation to over-optimize. After edits, wait 2-3 days to allow learnings to progress.

## We've got your back.

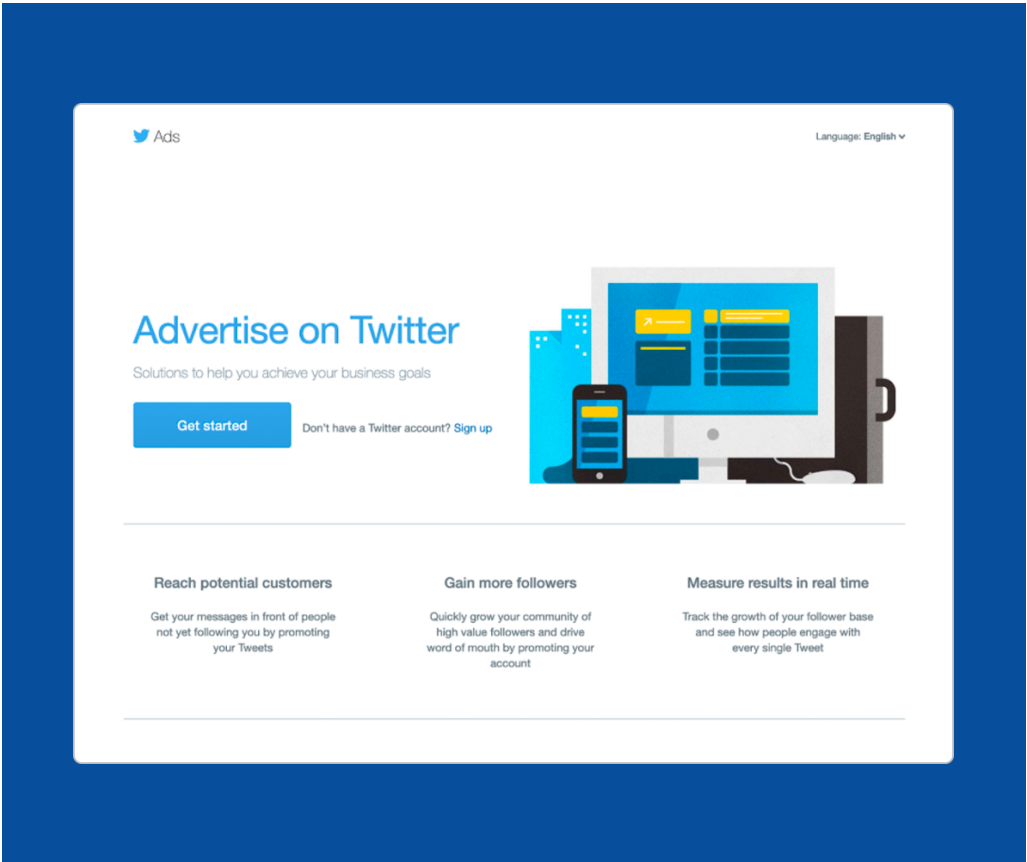
Our technology automatically serves your best performing ads to the people you want to see them. Resist temptation to over-optimize. After edits, wait 2-3 days to allow learnings to progress.



# Launching a Reach Campaign

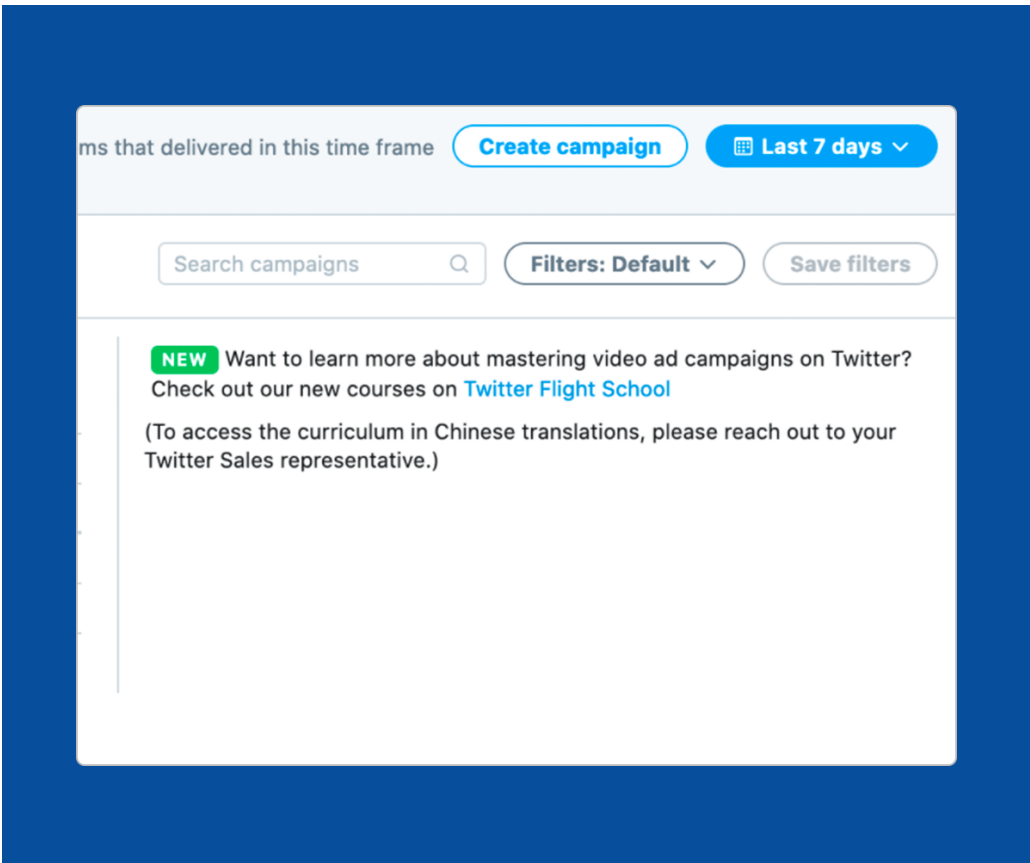
## 01

Log into your Twitter ads account.



## 02

Click "Create campaign" in the top right corner of your Ads Manager.





### 03

Select the “Reach” objective when creating a new campaign.

The screenshot shows a modal titled "Campaign objective" with a close button (X) in the top right. Below the title is the heading "Choose your objective" and a link "Need help choosing an objective? [Learn more](#)". The modal is divided into three columns: Awareness, Consideration, and Conversion. Under Awareness, the "Reach" option is selected, with the description "Maximize your ad's reach". Under Consideration, there are five options: "Video views" (Get people to watch your video), "Pre-roll views" (Pair your ad with premium content), "App installs" (Get people to install your app), "Website clicks" (Drive traffic to your website), and "Engagements" (Get people to engage with your Tweet). Under Conversion, the "App re-engagements" option is selected, with the description "Get people to take action in your app". Each option has a radio button next to it.

### 04

Create a campaign name.  
This won't be public.  
We recommend you use a descriptive name for ease in reporting, ie: audience targeted, creative, etc.

### 05

Choose the proper Funding Source and input your Daily and Total campaign budgets.

Set start date and (optional) end date.

- We recommend longer flights to achieve greater CPM efficiencies.

Set parameters for your ad group(s).

- Ensure to only select “Accelerated Pacing” if you have a very short flight with more flexible cost ranges

The screenshot shows a form titled "Campaign setup". It contains the following fields and options: "Campaign name" with a text input field containing "Untitled"; "Funding source" with a dropdown menu showing "Choose one"; "Daily budget" with a currency selector set to "USD" and a value input field set to "100.00"; "Total budget (optional)" with a currency selector set to "USD" and a value input field set to "0.00"; "Start" with a date selector set to "2020-05-21", a time selector set to "11:57am", and a time zone selector set to "PDT"; "End (optional)" with a button labeled "+ Specify time"; and a link labeled "Advanced" with a right-pointing arrow.





# 06

Set a total ad group budget (optional).

Select CPM bid type and bid amount. Target Bid or Automatic Bid.

Select your optimization preference. Max Reach or Reach with Engagement.\*

The screenshot shows the Twitter Ads setup interface. It includes the following fields and options:

- Ad group name:** A text input field with the placeholder "Untitled".
- Start (optional) ⓘ:** A button labeled "+ Specify time".
- End (optional) ⓘ:** A button labeled "+ Specify time".
- Total ad group budget (optional) ⓘ:** A dropdown menu showing "USD" and a text input field with "0.00".
- Bid type:** A dropdown menu showing "Automatic bid (recommended)" with a downward arrow.
- Optimization preference:** A list with two options: "✓ Maximum reach" (selected) and "Reach with engagement". Below this is a link "▶ Measurement options".

Below the "Bid type" dropdown, there is a note: "Your bid will be optimized to maximize results at the lowest price within your budget."

\*Note: Campaigns optimizing for Reach with Engagements can be slightly more expensive than max reach since you are optimizing toward a dual objective.

**Set up measurement tracking if applicable. (Check with your local Twitter sales rep to see what measurement tracking is available in your area)**



# Measuring results



## Key Metrics to track

- CPM
- Total Impressions
- Total Spend
- Total Audience Reach
- Average Frequency



## Measurement Studies

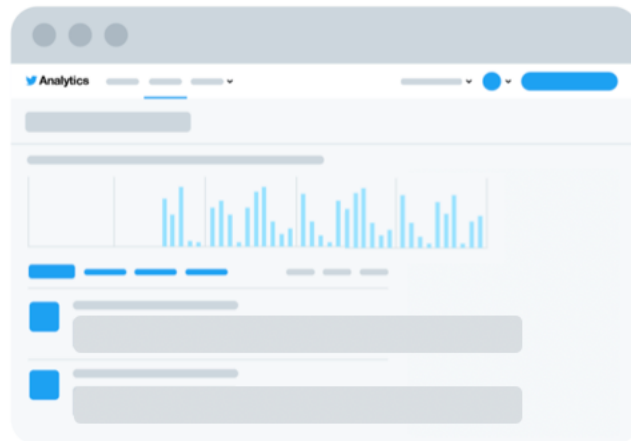
Additionally, you may be able to run measurement studies depending on the goals you want to achieve and campaign spend. Here are some examples of deeper measurement we have run for Reach campaigns.



## Get Your Results in Real Time

Once your campaign is live, you will be able to track results from your Ads Manager dashboard. There you can explore metrics like total spend, impressions, cost per impression, audience reach and average frequency. Keep in mind an impression is any time your ad is shown on Twitter.

The default view will show results at a campaign level. Click on a campaign to see results by ad group, ad, or audience. Here are some things to look for at each level.



### Campaign level:

- Number of results
- Results rate
- Cost per result

### Ad group level:

- Is there an ad group performing better than others? Why is that?

### Ad level:

- What Tweets are performing best? Are there any common themes around creative and/or copy? If so, consider creating more Tweets like these to add to the campaign.
- What Tweets are underperforming? Consider turning these off.

### Audience level:

- What audiences are your Tweets resonating with most?



# Sources



**Nielsen Catalina Solutions**, 5 Keys to Advertising Effectiveness, Oct 2017.

**Neilsen Brand Effect Data**, 2017-2018. Figures represent percentage point lifts from Engaged group versus control group, and are from a minimum of five studies per brand metric.

**IPG Media Lab**.

**“Why Twitter” Competitive Research**, Kantar Millward Brown, 2017.

**Nielsen**, DAN + Twitter Video Content Best Practices Research, May 2015.

**Kantar Millward Brown “Why Twitter” Competitive Research**, 2017; Twitter internal data, “What’s In a Tweet: Text Analysis”, 2018.

